**Parish Christmas & Advent Campaign Timeline**

**Week 1:**

* Refine Parish Letter or Email
* Pull Parishioner Contact Information Data
* Prepare and customize supporting materials to use in the campaign (bulletin articles, pastor message, website message, etc.)

**Week 2:**

* Print and Mail Letter or Send Email
* Distribute bulletin, pastor message, website, Facebook post and Mass announcement

**Week 3:**

* Continue promotion in bulletin, Facebook posts, and announcements at Mass

**Week 4:**

* Update on how much has been raised and thank you to everyone who has given a gift
* Encourage those who have not given that there is still time to make a gift